



CITY OF KIRKLAND

City Manager's Office

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MEMORANDUM

To: Kurt Triplett, City Manager
From: Marilynne Beard, Deputy City Manager
Date: January 11, 2013
Subject: KIRKLAND 2035 PUBLIC INVOLVEMENT PLANNING UPDATE #3

RECOMMENDATION

City Council receives an update on public outreach plans and activities related to the update of the Comprehensive Plan and related plans and projects.

BACKGROUND

This report is the third in a series of Council reports to keep the City Council and the public apprised of activities related to the update of various plans and projects and opportunities for involvement. A presentation at the City Council meeting will provide a more up-to-date account of activities and public participation opportunities.

Public Involvement Plan

Staff is working with outreach consultant Penny Mabie of Enviroissues to develop an overarching and integrated public outreach plan for the various planning efforts occurring in 2013 and 2014. The attached outline prepared by Enviroissues in coordination with City staff describes the general assumptions, plans and tools that may be employed (Attachment A). Ms. Mabie is also working the Planning Department and on an outreach plan specific to the Comprehensive Plan Update.

Examples of current outreach activities include:

- The Kirkland Business Roundtable meeting held on May 14 focused on the Cross Kirkland Corridor project. Staff representing other projects and plans were in attendance to inform and answer questions about the various efforts underway. Over one hundred individuals participated in the meeting.
- A Totem Lake Park Master Plan workshop will be held on June 1st and will include tours of Totem Lake Park and discussions about potential improvements.
- Planning continues for a public involvement event taking place on June 8 at City Hall. Planned activities include:
 - Neighborhood U Session focused on the requirements of the Growth Management Act and how the City's Comprehensive Plan process meets those requirements.

- A facilitated forum on a selected topic focused on desired outcomes and process improvements.
- Staff, board and commission members and consultants representing current planning efforts such as the Cross Kirkland Corridor Master Plan, Juanita Drive Corridor Study, Parks, Recreation and Open Space Plan, Totem Lake Master Plan, Surface Water Master Plan, Urban Forestry Strategic Management Plan and the Comprehensive Plan Update will be available at City Hall between 10 am and 2 pm. Displays and activities will focus on interactive opportunities for the public to learn about the various planning efforts and provide input. Members of the City Council, Parks Board, Transportation Commission and Planning Commission will attend and have the opportunity to interact with and listen to the public about a variety of issues.
- Demonstrations of the interactive CIP program now available on Kirkland's website will be available and Kirkland Works videos will be available for viewing.
- Opportunities to sign up for list serv announcements and to learn more about upcoming meetings will also be available.

A postcard mailer advertising the event was mailed to all Kirkland residential and business addresses (40,000 quantity). More information about the June 8 event will be provided at the June 4 Council meeting.

- The Walk and Roll pedestrian and bicycle safety event will take place on June 7 at Juanita Beach Park adjacent to the Juanita Friday Market. Participants will have an opportunity to learn about bicycle and pedestrian safety practices and to participate in activities to provide input about capital improvements and programs the public would like to see to enhance pedestrian and bicycle safety.
- The fifth edition of "About Growth" will be released in the coming week. The next issue is focused on urban centers generally and, specifically, Kirkland's urban center, Totem Lake. All issues of "About Growth" [are posted to the City's Kirkland 2035 website](#). Future issues of "About Growth" will focus on smart growth and housing.
- Staff is working with Enviroissues and Information Technology staff on a new on-line dialogue tool called MeetingSphere (see Appendix B of the Attachment) that will provide another avenue for the public to be involved in the planning processes. The site will invite the public to interact with each other about a variety of topics that are the focus of the various plans and studies currently in progress. For members of the public that cannot attend meetings, the on-line dialogue option provides another way to provide input and to stimulate public dialogue about important City issues.
- Continued planning is taking place for the Comprehensive Plan update which is the centerpiece for all of the other planning processes. It is early in the comp plan update process with work focusing on update of the community profile and land capacity analysis of current zoning that will help identify opportunity sites for accommodating growth in jobs and households over the next twenty years.

More information about these and other upcoming activities will be provided at the June 4 City Council meeting.

Comprehensive Engagement Plan for the Comprehensive Plan, Master Plans, Tactical Plans and other Planning Efforts

Introduction:

With the plethora of planning processes under way in Kirkland, it is imperative that citizens are educated about the processes, informed about progress, and invited to participate where their voice can make a difference. Additionally, given the many demands on citizens' attention and time, the City's departments must coordinate in an unprecedented scale to maximize the coordination of the multiple planning processes and devise an engagement plan that is respectful of citizens' capacity to be involved. To accomplish this goal, the city is developing a comprehensive, coordinated community engagement process. This plan lays out the key components common to all the planning processes and identifies how each individual planning project will be integrated into the overall involvement.

Public Involvement Goals:

- To educate Kirkland citizens about the purpose of the Comprehensive Plan update and why it, and its subordinate plans, matter to the future of Kirkland.
- To seek, compile and understand citizens' values, identify key concerns, and work with citizens at key steps during the decision-making process to incorporate their input to the fullest extent practical.
- To make it as easy as possible for Kirkland citizens to be involved in the planning processes.

Objectives:

Each of the various planning teams (Comprehensive Plan, Transportation Master Plan, PROs Plan, Cross Kirkland Corridor, etc.) have developed their own set of steps in their individual decision processes, along with public participation objectives for each of those steps.

Project description:

Throughout 2013 and 2014, Kirkland leaders will be engaging with citizens in a conversation about the City's future. Neighbors, business owners, community groups and students are needed to participate in important conversations about land use, transportation, parks, open space and other vital services.

Updating Kirkland's Comprehensive Plan is a central conversation the City is initiating. The Comprehensive Plan is a requirement of the Growth Management Act. It is a document that looks toward a 20-year horizon for Kirkland with a core purpose to help define—through goals, objectives and policies—how Kirkland should best manage traffic, accommodate forecasted household and job growth, and provide open space and recreational opportunities and other vital services. For Kirkland, it is time to update its Comprehensive Plan to bring into focus the vision for Kirkland for the year 2035.

In addition to updating the core element chapters of the Comprehensive Plan, the City is developing new long-range plans for transportation, the Cross Kirkland Corridor, Totem Lake Park, the surface water management utility and parks, and recreation and open spaces. Portions of these plans will be integrated into the Comprehensive Plan, where appropriate.

Project assumptions:

- The City of Kirkland is a progressive community and takes on strong challenges; the community wants to do things right.
- City of Kirkland residents value their small-town atmosphere.
- The City of Kirkland is a welcoming community.
- City of Kirkland residents expect and appreciate being substantively involved in city decision-making.
- City of Kirkland residents will participate in public forums and other public means of engagement to discuss important city issues.
- Growth is coming to Kirkland and must be managed.
- City of Kirkland residents are thoughtful and want to be engaged in planning the future of the city.
- Coordination between all the planning projects is critical and will be expected by Kirkland residents.
- Kirkland is a bigger city now, with untapped new voices to hear and additional values to learn about.

Potentially Impacted Audiences:

Each of the planning projects are identifying potentially impacted audiences and mapping those audiences to specific issues and values. That work will be shared between the projects and rolled up into the overarching communications plan.

Key Messages:

Key messages are an integral part of a coordinated process. While each plan will have its own specific key messages, the following key messages will be incorporated into each planning process to ensure consistency and a coordinated voice.

- These planning processes are an opportunity to define what the new, bigger Kirkland is and wants to be.
- The comprehensive plan update gives us a framework for the bigger vision for the city.
- No single, smaller plan can stand on its own; collectively all these plans help draw a roadmap for the future of Kirkland.
- This is an opportunity to connect new and old residents with their city.
- Every subordinate plan will and must compliment the comprehensive plan.
- The subordinate planning processes can help inform whether the vision of Kirkland has changed or is changing.
- We can't make these choices without you. It's going to take everyone to make a plan that is best for Kirkland.

Community Planning Days - Sharing "Band Width"

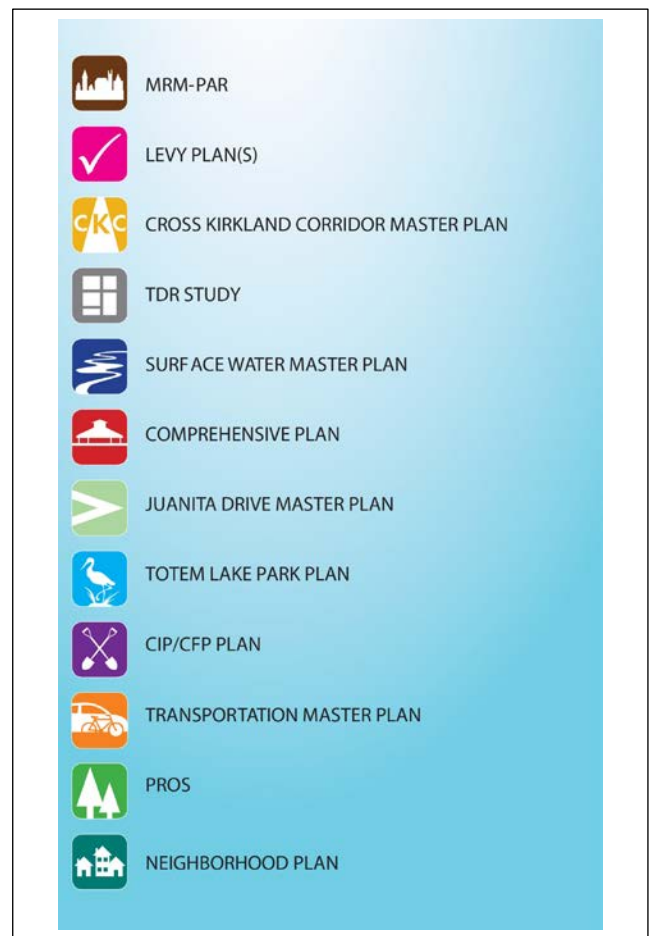
After developing the "grand, overarching schedule" of all the projects, it became clear that there were several key times during the year where multiple projects would be seeking input from the community at nearly the same time. June, September/October and December are key milestone periods for the Comprehensive Plan, Juanita Drive Corridor Plan, PROs Plan and Cross Kirkland Corridor. Being cognizant of the potential for "process burnout" and/or confusion on what plan is doing what, a concept was developed that would stimulate participation and help the community see the connectedness of all the planning processes. At these key milestones, the city will host a Community Planning Day. This event will feature all of the planning processes, no matter in what stage of the decision process or where on the public involvement spectrum they stand. For those projects desiring to *inform* (one-way communication) – there will be the opportunity for information booths. For those seeking to *consult* or *involve*, there will be the opportunity for individual conversations, group conversations, presentations with Q and A, surveys and interviews. For those seeking to *collaborate*, meeting rooms will be reserved for that project, and special times will be advertised letting citizens know the city wants to sit with them and work together on a project.

Promotional materials and announcements at preceding city events will advise citizens of the Planning Day event and the interconnectedness of the planning processes. Planning Day will be promoted as a “one-stop shopping” event for all the plans that will guide Kirkland into the future.

Pulling it all Together

There will be diverse opportunities for citizens to participate in the different processes and competing for public attention will be a challenge. While all the projects will have their own “brand” (logo, tagline, theme, etc.), bringing some consistency or theme to the look and feel will be as important as the coordination of citizen involvement. A consistent look and feel has already been identified for the Comprehensive Plan Update – “Kirkland 2035 – Your Voice, Your Vision, Your Future.” When possible and practical, that logo and tagline should be included on materials for the supporting plans as well.

Additionally, specifically for Community Planning Day, a tagline and graphic has been developed that will serve to identify the individual plans in a way that shows their connection. The graphical icons will be used for navigation, for a children’s activity, and to identify the different plans, in addition to their own logos.



Online Technology

To extend the opportunity for Kirkland citizens to participate in the ongoing planning conversations and to move forward towards the goal of making it easy for citizens to participate, an online element will be added to the outreach program. Using subscription software called MeetingSphere, (www.meetingsphere.com) staff will be able to queue up thought-provoking questions and encourage entry into the dialog through online technology. The key ingredients for online collaboration will be: the ability for citizens to participate at their own time; information-based discussion modules that encourage informed interaction; and timing the online collaboration opportunities to extend the reach of Community Planning Days and increase the breadth of involvement at key decision points. See Appendix A for a brief description of how online technology will be deployed in this plan.

Other Coordination:

The C-Team, which includes planners and project leads from all the different planning processes, meets bi-weekly. They are sharing milestones, public involvement plans, objectives, proposed techniques and events, and materials. They have committed to staying coordinated, being cognizant of the potential for over-scheduling and over-taxing the public, and to the importance of providing clear and consistent messages within the context of their own planning conversations.

Appendix A

Online Engagement

MeetingSphere is online collaboration software that provides participants the opportunity to engage before, during and after a meeting. It has modules that support brainstorming, ranking and rating ideas, and engaging in dialogue on supplied topics or questions. With MeetingSphere, questions can be posed and left active for a period of time, so citizens can be driven to the MeetingSphere site to participate at their leisure; view other peoples' comments and responses; and add to the conversation themselves.

Preparatory work:

- Subscribe to MeetingSphere (\$56/month or \$560/year)
- Develop comfort with setting up MeetingSphere activities in the software.
- Develop an initial list of thought-provoking questions. They can be multiple choice, true/false, or open-ended questions. These will be used to stimulate interest and drive citizens to the MeetingSphere site.
- Determine frequency of changing "Question of the Day" (weekly, bi-monthly, etc.)
- Each planning process team will be expected to generate questions for future "Question of the Day" inclusion.
- Establish a QR Code that takes people directly to the Kirkland MeetingSphere URL
- Populate the Kirkland MeetingSphere site with the first discussion question and prepare for launch.

Communications:

- Develop a customizable poster template that uses the Kirkland 2035 image and the Planning Icons to identify that the poster is tied to Kirkland's planning processes.
- Establish a list of locations (coffee shops, brew pubs, Laundromats, etc) where posters will be regularly distributed.
- Print the first poster with the first Question of the Day included on the poster template and distribute. (i.e. – What is most important to you about Kirkland – less traffic or more affordable apartments?)
- Open the Kirkland MeetingSphere session with the selected Question of the Day.
- Post the Question of the Day and the Kirkland MeetingSphere URL prominently on the Kirkland 2035 webpage and perhaps on the Kirkland home page.

The MeetingSphere Experience

- When entering MeetingSphere, the user is asked for their name and email address. After that, they are entered into the discussion module (or whatever module is being used for that question) where they have the opportunity to directly address the question posed in a dialogue bubble.
- Once comments have been posted, users can comment directly to the Question of the Day or can comment on other comments, stimulating conversation strings.
- Some past question dialogue bubbles are available for viewing and comment as well.
- All comments are posted anonymously; people respond either to the Question of the Day or to other comments, not directly to other commenters.
- New discussion bubbles will be added as new Questions of the Day are posed.
- Kirkland staff will determine when to remove older conversation bubbles as they get replaced by more pertinent questions.



Data Gathering

- Using the MeetingSphere reporting mechanism, assigned Kirkland staff will generate reports about data (input) collected and analyze for which planning processes the comments apply to. The reports will then be provided to the appropriate planning team(s) for incorporation into their processes.
- Question of the Day answers (all or a select few) should be featured on the Kirkland 2035 webpage.
- Analytics (numbers of participants, numbers of comments, etc.) can be used to demonstrate the inclusiveness of the online portion of the public involvement effort.